

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Fuloria, et al. Art Unit : 3622
Serial No. : 10/812,394 Examiner : Alvin L. Brown
Filed : March 30, 2004 Conf. No. : 1742
Title : SELECTIVELY DELIVERING ADVERTISEMENTS BASED AT LEAST IN
PART ON TRADEMARK ISSUES

MAIL STOP AF

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT ACCOMPANYING RCE AND IN REPLY TO
FINAL OFFICE ACTION SENT NOVEMBER 9, 2009